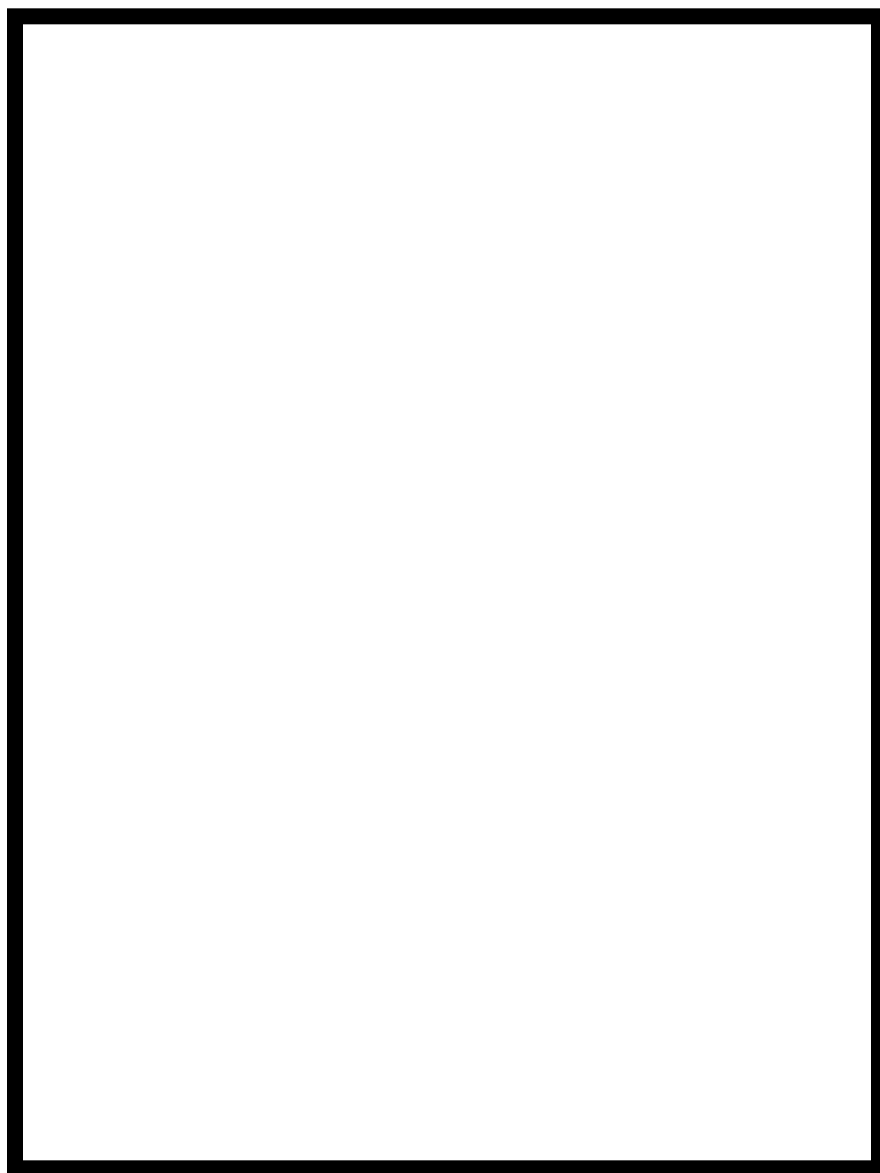


Visitor Services Project

# City of Rocks National Reserve



# Visitor Services Project

## City of Rocks National Reserve

Dwight L. Madison

Report 43

March 1992

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Dwight Madison is VSP Eastern Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at City of Rocks National Reserve for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

# Visitor Services Project

## City of Rocks National Reserve

### Report Summary

- This report describes the results of a study of visitors to City of Rocks National Reserve during August 30 to September 5, 1991. Three hundred questionnaires were distributed and 240 returned, an 80% response rate.
- The data reflect the use patterns of visitors to selected sites during the designated study period. The results do not necessarily apply to visitors using other sites, or using City of Rocks National Reserve during other times of the year.
- The report profiles City of Rocks National Reserve visitors. The separate appendix has visitors' comments about the reserve and their visit. A summary of these comments is included in both the report and the appendix.
- Sixty-four percent of visitors were in family groups. Thirty-six percent of visitors were 21 to 35 years old. Sixty-five percent of visitors were visiting City of Rocks National Reserve for the first time.
- Visitors from foreign countries comprised 6% of the visitation to City of Rocks National Reserve. Seventy-eight percent of American visitors came from Idaho and Utah.
- Fifty-eight percent of visitors spent less than one day at City of Rocks National Reserve. Thirty-one percent of visitors who were visiting for more than one day stayed between 2 to 5 days. Seventy-four percent of visitors who were visiting for the day spent four hours or less. Sightseeing (70%), rock climbing (58%), photography (47%), hiking (44%), tent camping (35%) and picnicking (32%) were the most common activities of visitors during this visit.
- Many visitors entered City of Rocks National Reserve by Interstate Highway 84 (46%), the Elba to Almo road (38%) and State Highway 77 (35%). Many visitors exited by State Highway 27 (47%), I-84 (42%) and the Elba to Almo road (30%).
- The average visitor group spent \$53.76 on the day of their visit to City of Rocks National Reserve: the average per capita expenditure was \$19.04.
- Sixty-seven per cent of the visitors identified City of Rocks National Reserve as their primary destination.
- Most visitors (58%) said there were no visitor activities that impacted their visit.

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For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208)885-7129.

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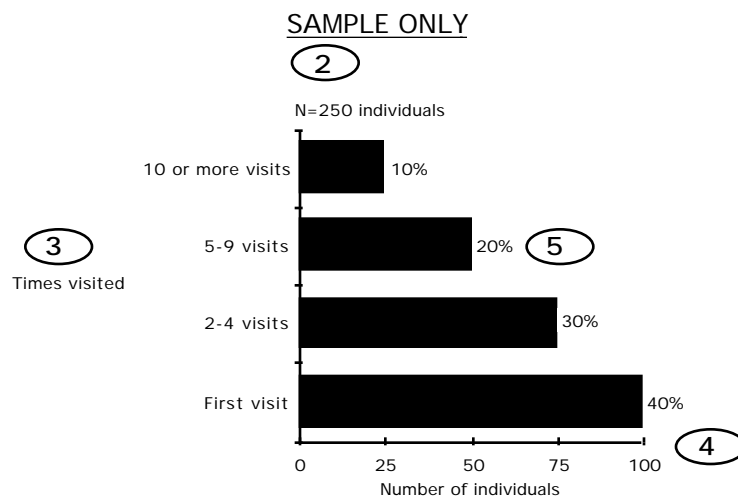
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## INTRODUCTION

This report describes the results of a study of visitors to City of Rocks National Reserve (referred to as "City of Rocks"). This visitor study was conducted August 30 to September 5, 1991, by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title is a general description of the graph's information.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: The vertical information describes categories.
- 4: Horizontal information shows the item number in each category; proportions may be shown.
- 5: In most graphs, percentages are included to provide additional explanation.

## METHODS

### General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors to City of Rocks during August 30 to September 5, 1991. Visitors completed the questionnaire during or after their trip and then returned it by mail.

### Questionnaire design

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

### Sampling

Visitors were contacted entering the reserve at the "Y" in the reserve road and the Oakley entrance. Visitors driving by these sites were sampled by using selected intervals to contact vehicles. The number of contacts for each site reflected the site's portion of the combined total visitation.

### Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size and the age of the adult who would complete the questionnaire. This individual was asked their name, address and telephone number for the later mailing of a reminder-thank you postcard.

### Data analysis

Two weeks after the survey, a reminder-thank you postcard was mailed to all participants. Four and six weeks after the survey, special letters and replacement questionnaires were mailed to those participants whose questionnaires had not yet been received. Questionnaires arriving within a ten week period were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

### **Sample size, missing data and reporting errors**

This study collected information on both visitor groups and on individual group members. Thus, the sample size ('N'), varies from figure to figure. For example, while information is shown in Figure 1 for 240 groups, Figure 3 has data for 787 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 240 questionnaires were returned by visitors, Figure 4 shows data for only 237 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

### **Limitations**

Like all surveys, this study has limitations which should be taken into account when interpreting the results:

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire during or soon after visiting the reserve.
2. The data reflect the use patterns of visitors to the selected sites during the designated study period of August 30 to September 5, 1991. The results do not necessarily apply to visitors using other City of Rocks sites, or to visitors using City of Rocks during other times of the year.
3. Caution is advised when interpreting any data where the sample size is less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION**" is included in the graph, figure or table.

### **Special Conditions**

It rained during several days of the survey, which may have reduced the number of visitors to the reserve.

## RESULTS

### A. Visitors contacted

A total of 345 visitor groups were contacted; 300 agreed to participate. Thus, the acceptance rate was 87%. Two hundred forty visitor groups completed and returned their questionnaires, an 80% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias is insignificant.

**Table 1: Comparison of total sample and actual respondents**

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent	300	39.3	237	39.7
Group size	300	3.9	240	3.9

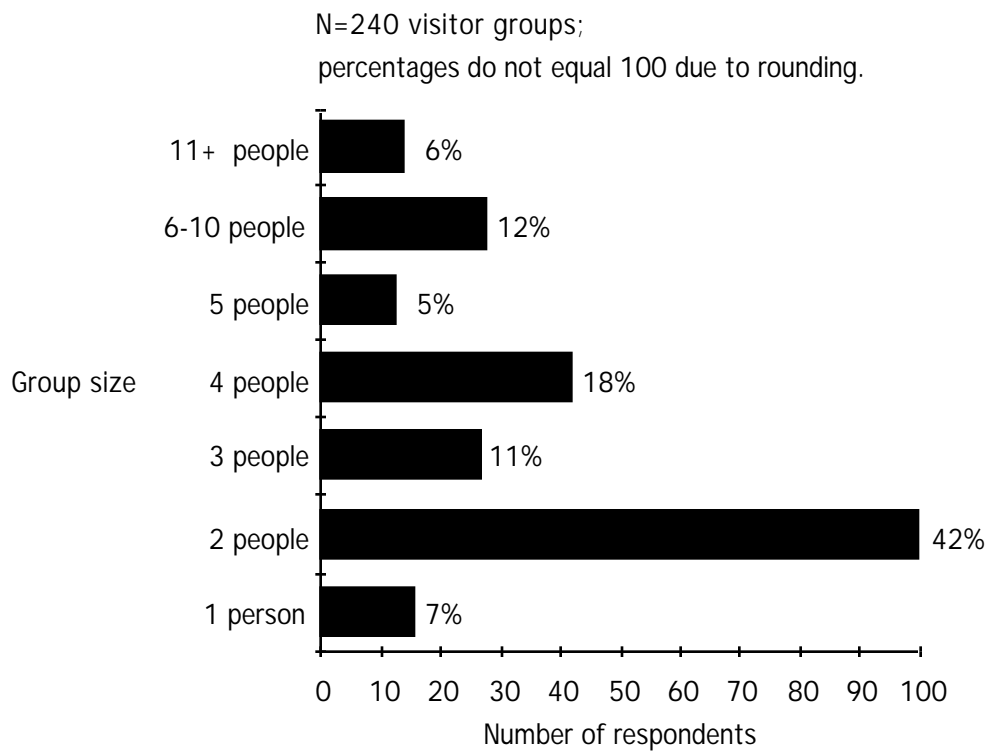
### B. Characteristics

Figure 1 shows group sizes, which varied from one person to 24 people. Forty-two percent of City of Rocks National Reserve visitors came in groups of two people, and 29% came in groups of three or four. Sixty-four percent of visitors came in family groups, while 19% came in friends groups, as shown in Figure 2.

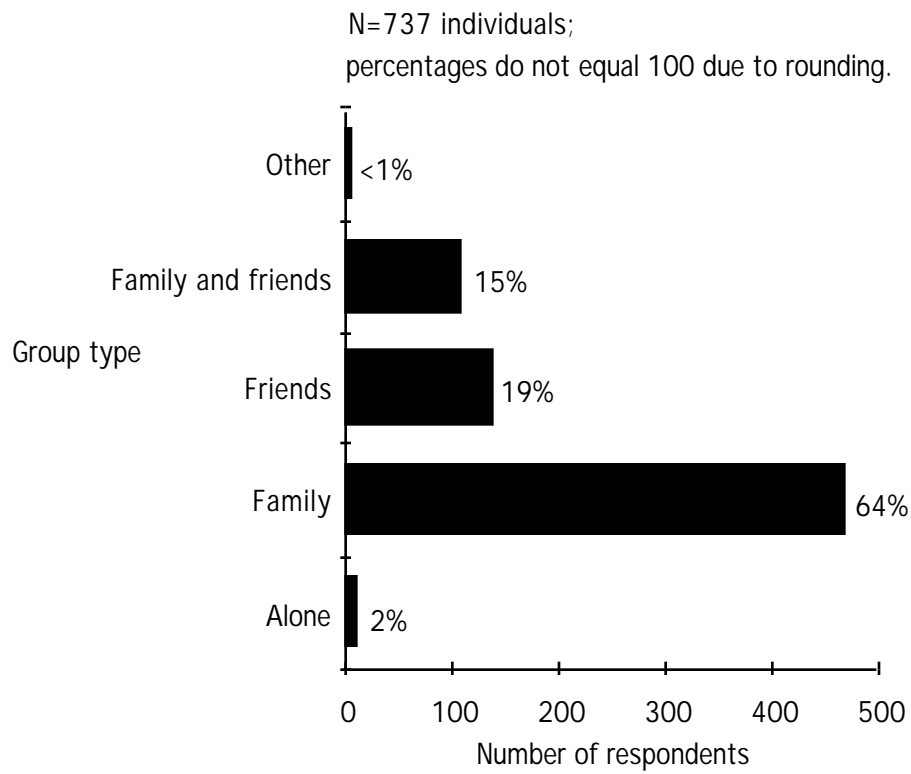
Figure 3 shows a wide range of age groups; the most common being adults aged 21-35 (36%). Sixty-five percent of visitors were visiting City of Rocks for the first time, as seen in Figure 4.

Foreign visitors comprised 6% of all visitation. Map 1 and Table 2 show that most of these foreign visitors came from Germany and Canada. Map 2 and Table 3 show that most American visitors came from Idaho (51%) and Utah (27%).





**Figure 1: Visitor group sizes**



**Figure 2: Visitor group types**

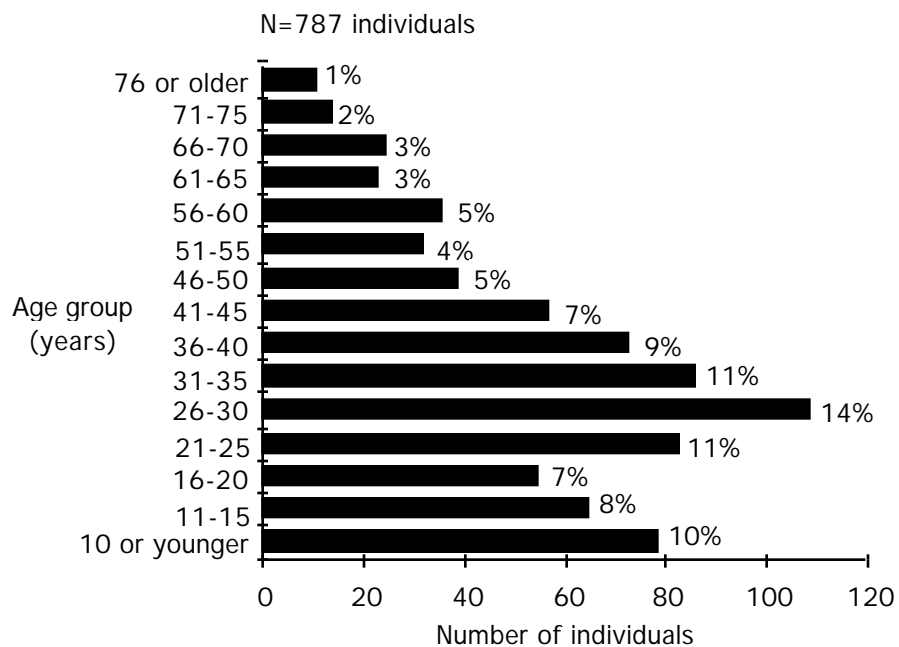


Figure 3: Visitor ages

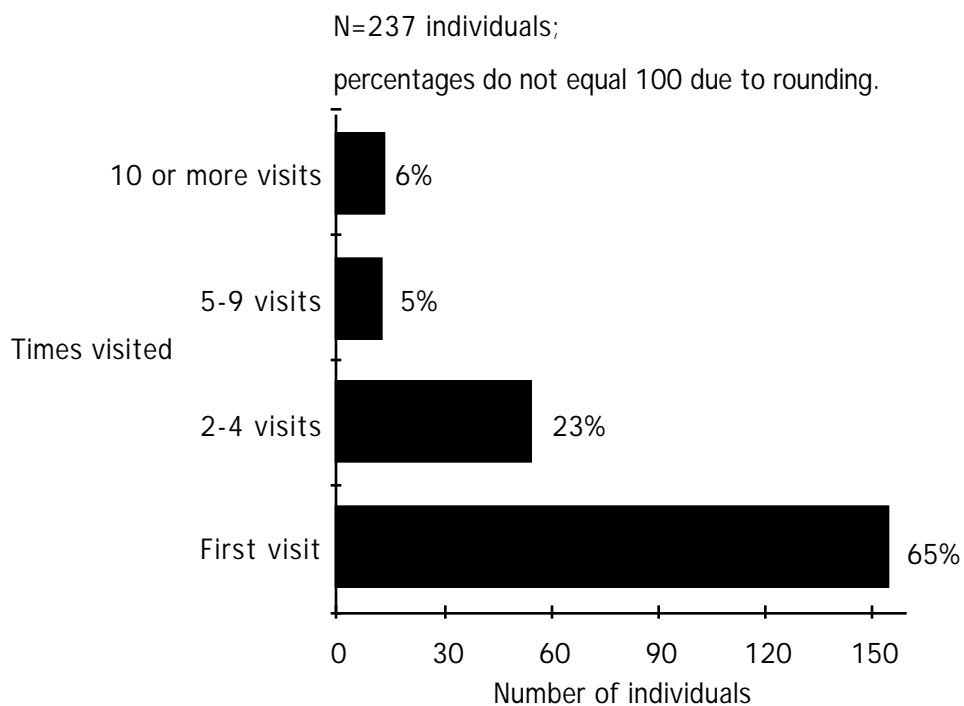
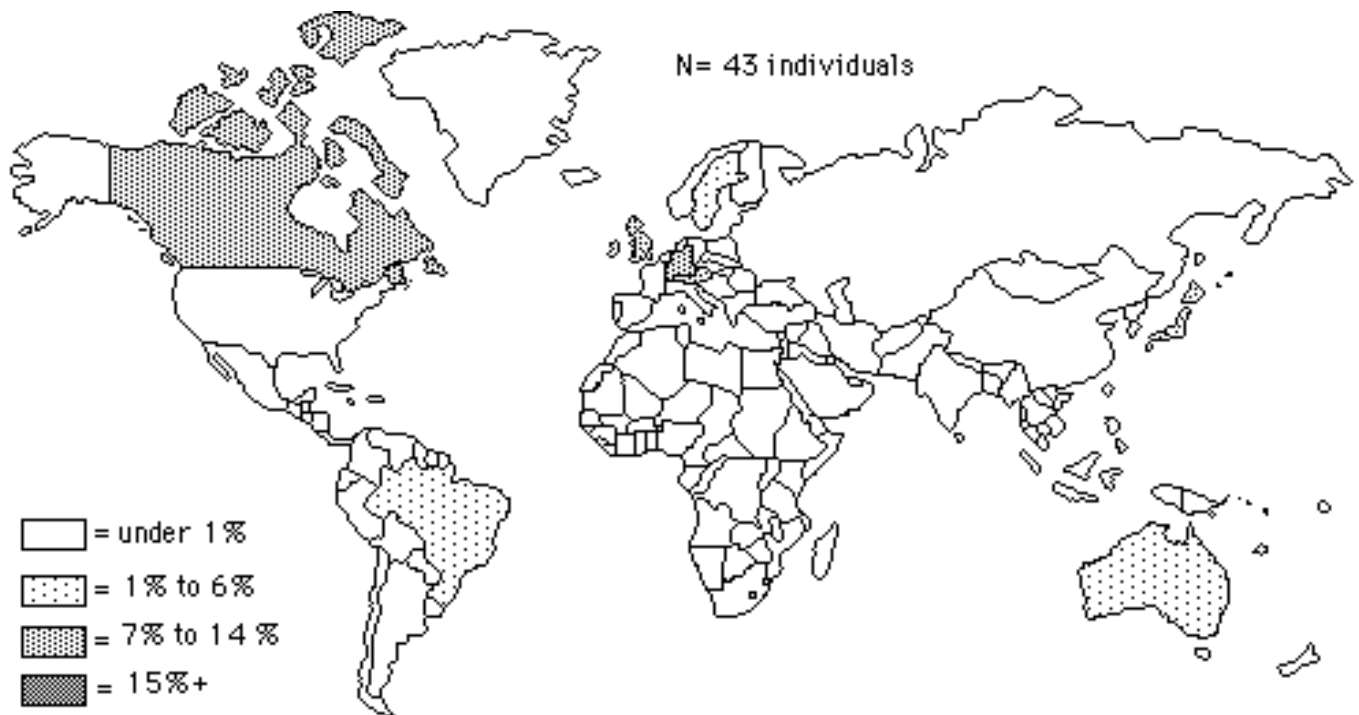


Figure 4: Number of visits



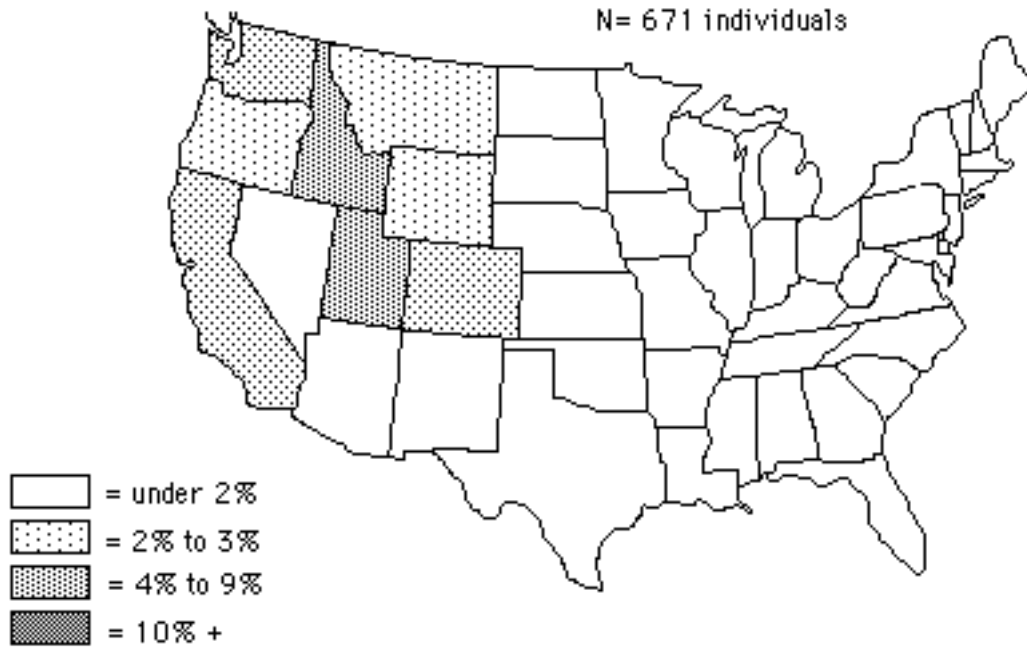


Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=43 individuals from foreign countries

Country	Number of individuals	% of foreign visitors
Germany	20	47
Canada	9	21
United Kingdom	6	14
Austria	3	7
Sweden	2	5
Australia	1	2
Brazil	1	2
Japan	1	2



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=671 individuals;  
percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Idaho 317	51	
Utah	179	27
Colorado	41	6
Washington	31	5
California	27	4
Oregon	15	2
Montana	12	2
Wyoming	12	2
Others (15 states < 1% each)	37	6

### C. Length of stay

Figure 5 shows that fifty-eight percent of visitor groups spent less than a day at City of Rocks National Reserve. Of those visitor groups who stayed more than one day, 31% spent between two to five days. In Figure 6, visitor groups who spent less than one day, 74% spent four hours or less.

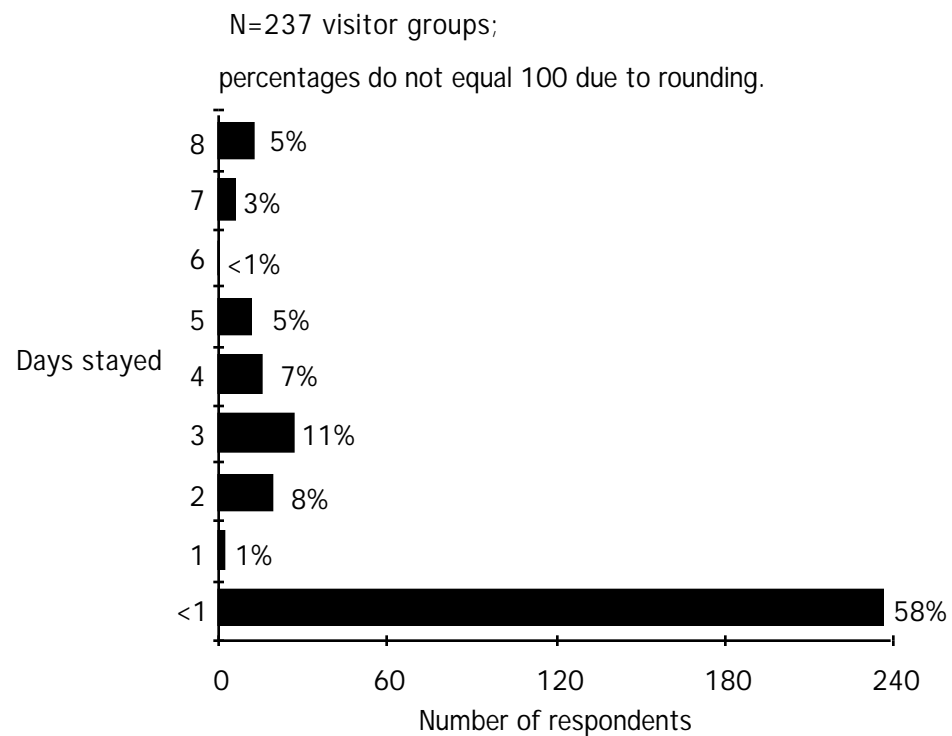


Figure 5: Number of days visitors spent at City of Rocks

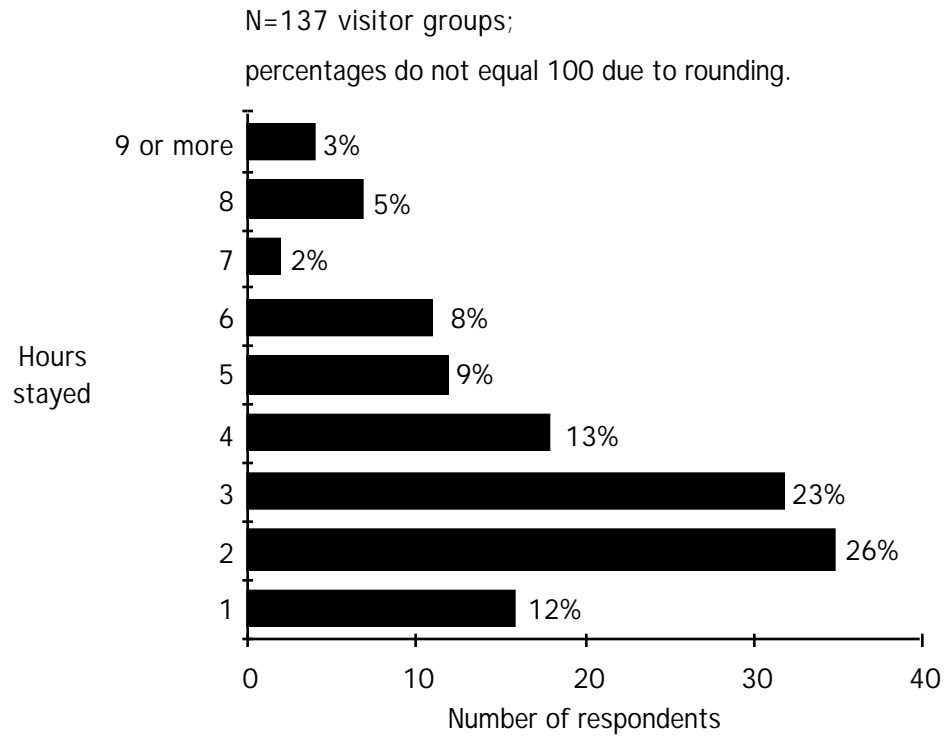


Figure 6: Number of hours visitors spent at City of Rocks



### D. Activities

Figure 7 shows the proportion of visitor groups who participated in each activity during their visit. Common activities were sightseeing (70%), rock climbing (58%), photography (47%) and hiking (44%). "Other" activities were identified as bird watching, checking on grazing livestock and berry picking.



**Figure 7: Proportion of visitor groups participating in each activity**

### E. Routes used to enter/exit reserve

Visitors were asked to identify which routes they used coming into and which exits they used when leaving City of Rocks National Reserve. Figure 8 shows most visitors used Interstate 84 (46%), the Elba to Almo road (38%), State highway 77 (35%) and State highway 27 (34%) when coming into the reserve. Figure 9 shows most visitors used State highway 27 (47%), I-84 (42%), the Elba to Almo road (38%) and State highway 77 (21%), when exiting City of Rocks National Reserve.

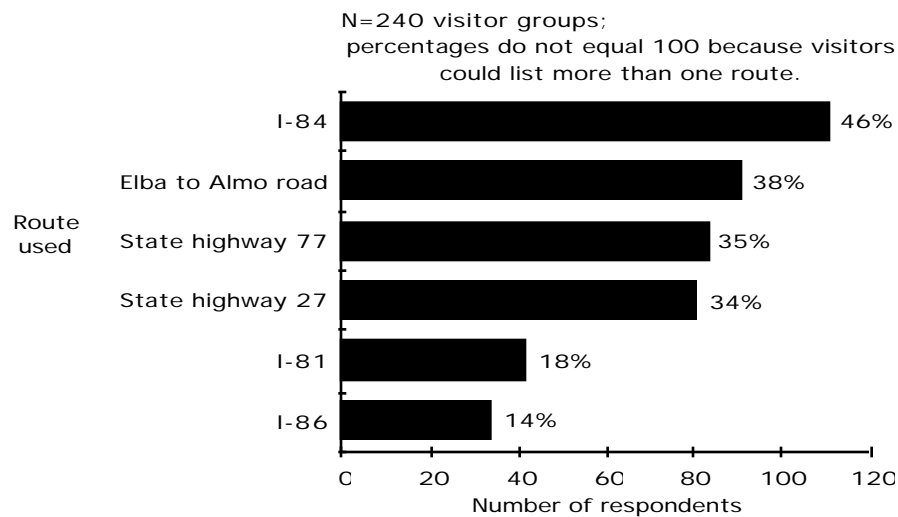


Figure 8: Routes used to enter reserve

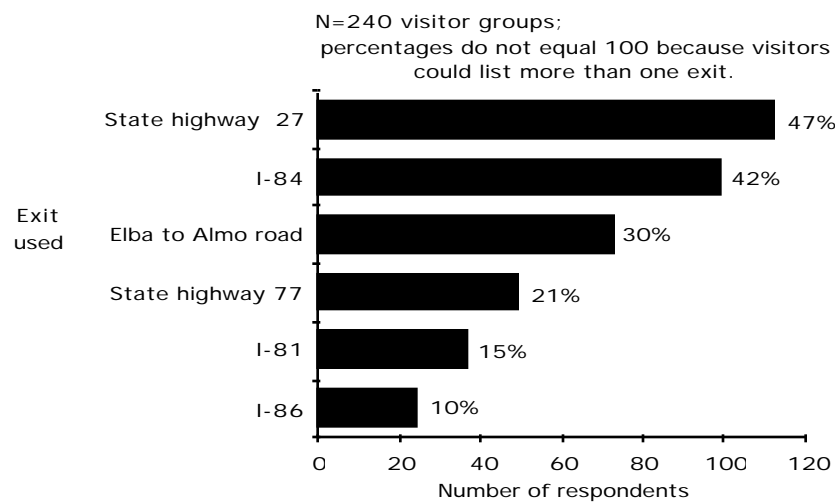


Figure 9: Routes used to exit reserve

## F. Primary destination

Visitors were asked if City of Rocks National Reserve was their primary destination. Sixty-seven percent of the visitors answered yes as shown in Figure 10. The thirty-three percent who answered no identified friends and relatives and numerous other sites as their primary destination.

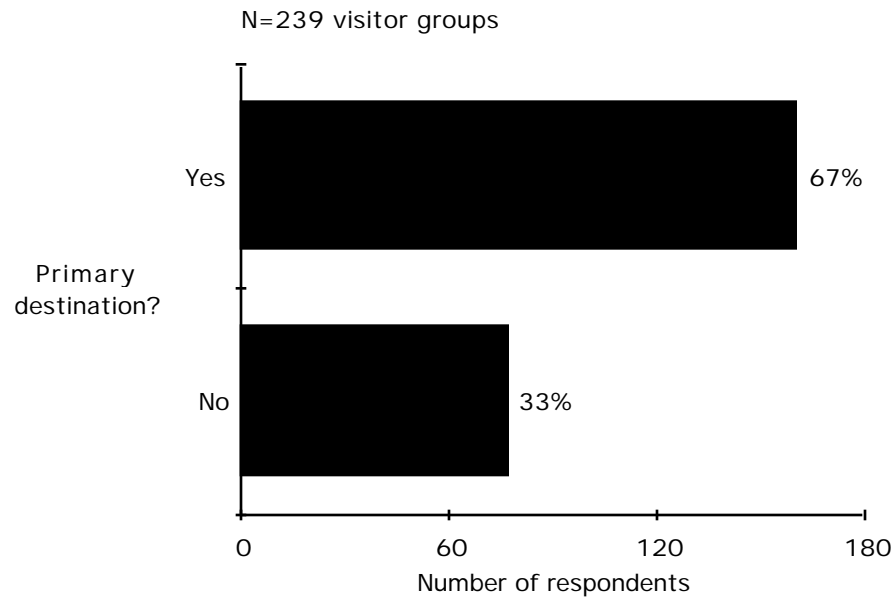
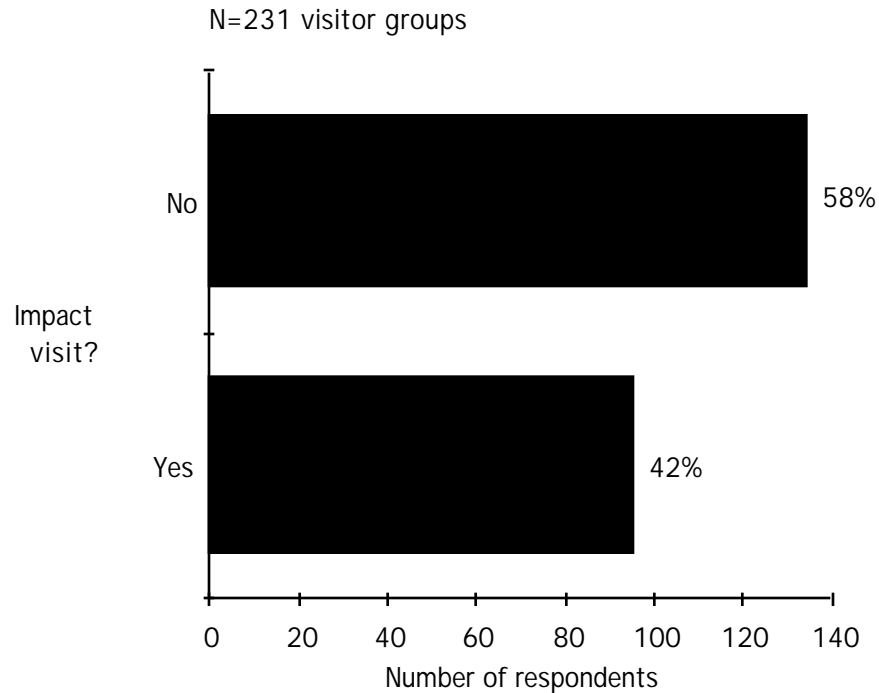


Figure 10: Primary destination

### G. Visitor activity impact upon visitor experiences

Visitors were asked the following question: "During your visit to City of Rocks National Reserve was there any visitor activity that impacted your visit?" Figure 11 shows that 58% said no. Responses by those visitors who answered yes included watching rock climbing, too many visitors, and obnoxious/noisy campers, as shown in Table 4.



**Figure 11: Visitor activity impact upon visitor experiences**

**Table 4: Visitor activity that impacted visit**  
N=108 comments

Activity	Number of respondents
Watching rock climbing	37
Too many visitors	14
Obnoxious/noisy campers or visitors	13
Too many campers	5
Disapproved of RV's/ATV's/ORV's	5
Disapproved of RV generators	5
Disapproved of gun fire	4
Speeding vehicles	4
Litter	3
Enjoyed hiking	3
Difficulty finding camp sites	3
Fire rings	2
Courteous rangers	2
Other	8



## H. Other attractions visited

Visitors were asked what other attractions in the area they were planning to visit this trip. The most common answers were Oakley, Sun Valley/Sawtooth Recreation Area, Shoshone Falls, Jackson Wyoming and Mount Harrison as Table 5 shows.

**Table 5: Other attractions visited**

N=175 comments;  
many visitors made more than one comment

Attraction	Number of respondents	% of responses
Oakley	29	17
Sun Valley/Sawtooth Rec. Area	8	5
Shoshone Falls	7	4
Jackson, Wyoming	7	4
Mount Harrison	7	4
Almo	6	3
Old school in Albion	5	3
Craters of the Moon	5	3
Balanced Rock	5	3
Lake Cleveland	5	3
Local scenery	4	2
Burley	4	2
American Fork Canyon	3	2
Thousand Springs	3	2
Pocatello	3	2
Pomerelle ski area	3	2
Twin Falls	3	2
Shoshone ice caves	3	2
General climbing areas	3	2
Mount Rushmore	2	1
Smith Rocks	2	1
Lynn Valley	2	1
Canyonlands	2	1
Dinosaur National Monument	2	1
Yellowstone	2	1
Other attractions	45	26

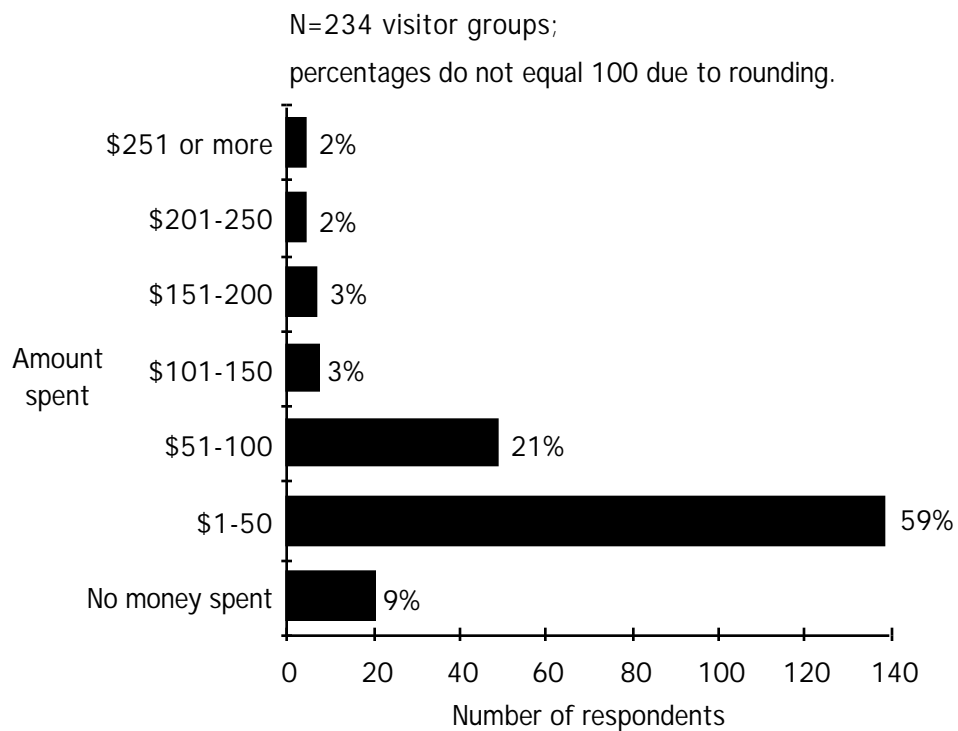
## I. Expenditures

Fifty-nine percent of visitor groups spent \$50 or less for lodging, food, travel and other expenses on the day of their visit to City of Rocks National Reserve (see Figure 12). As Figure 13 shows, most of the visitor expenditures was spent on food 46% and travel 37%.

Including visitors who spent no money, the average visitor group expenditure for the visit was \$53.76; the average per capita amount spent was \$19.04.

Ninety-four percent of visitor groups reported spending no money on lodging on the day of their visit (see Figure 14).

Figures 15-17 show that visitor groups often spent \$25 or less for travel (68%) and food (49%), while 60% spent no money for other items. Other items were identified as recreation, tours, film, gifts, etc.



**Figure 12: Total visitor expenditures**

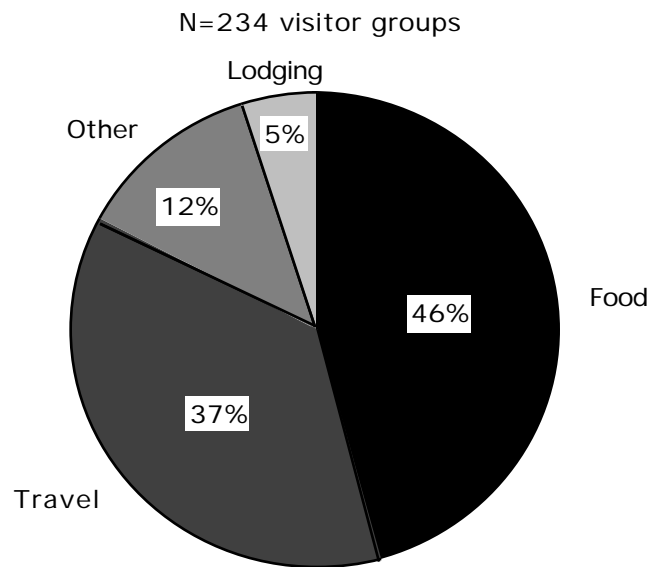


Figure 13: Proportion of visitor expenditures by category

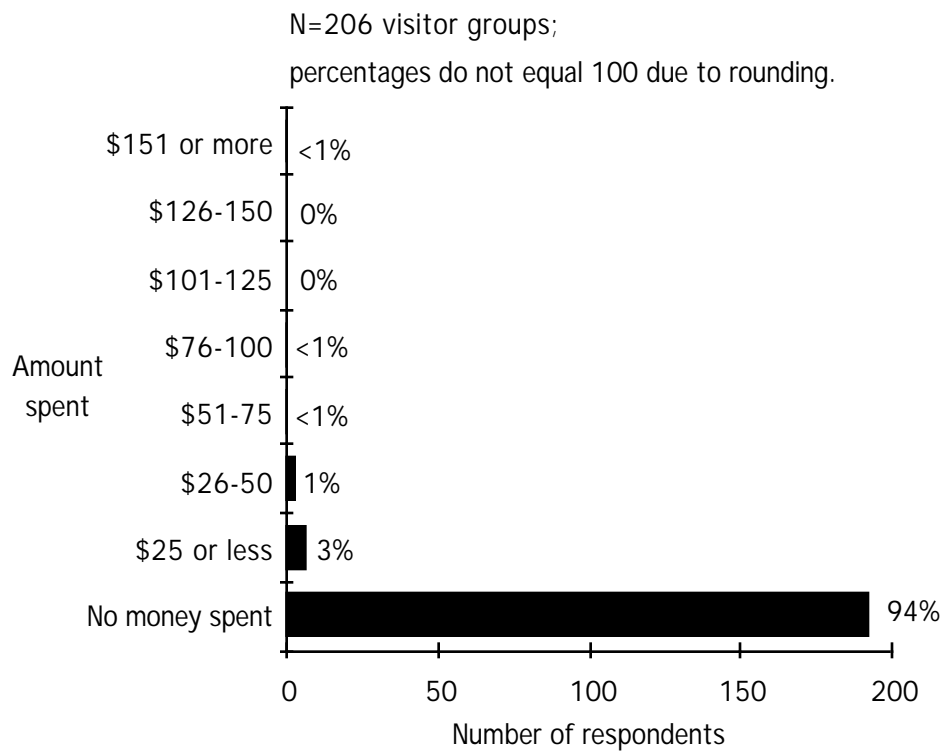
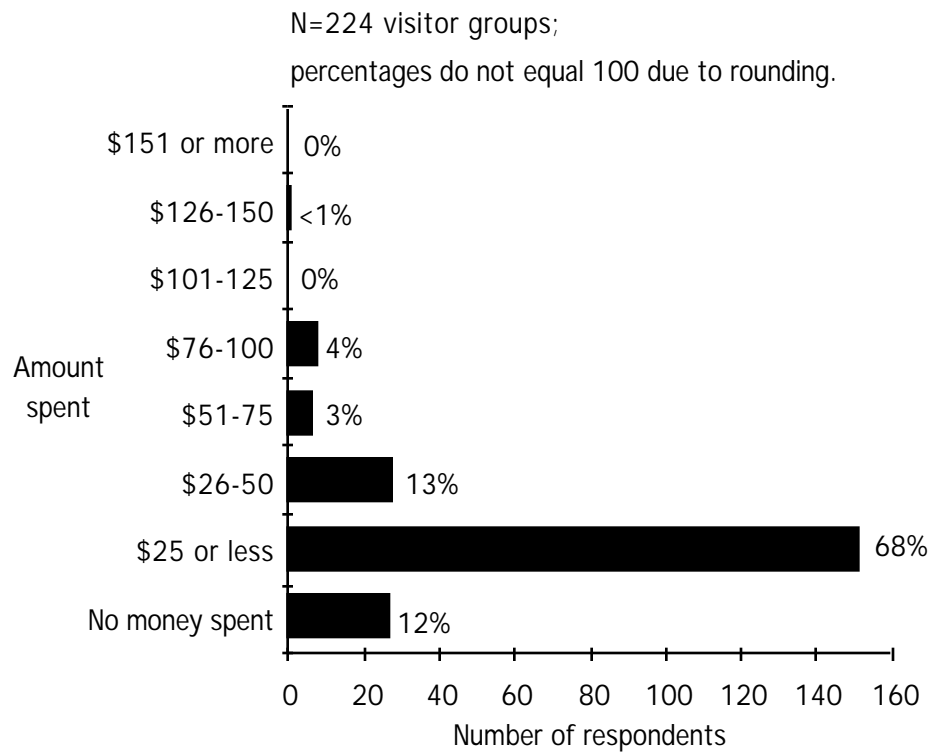


Figure 14: Total visitor expenses for lodging





**Figure 15: Total visitor expenses for travel**

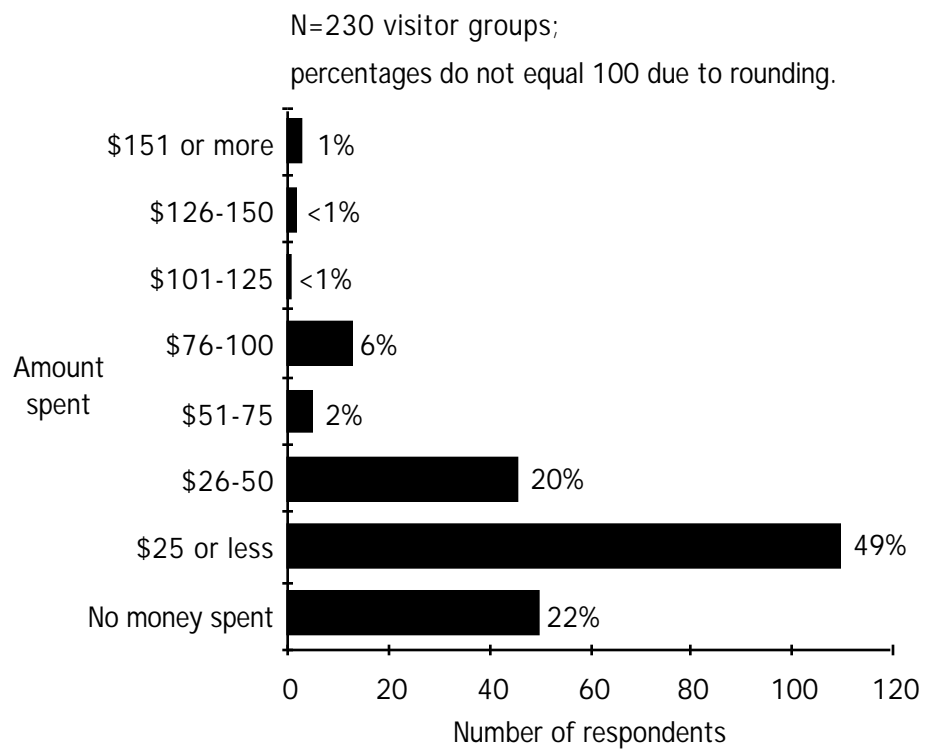


Figure 16: Total visitor expenses for food

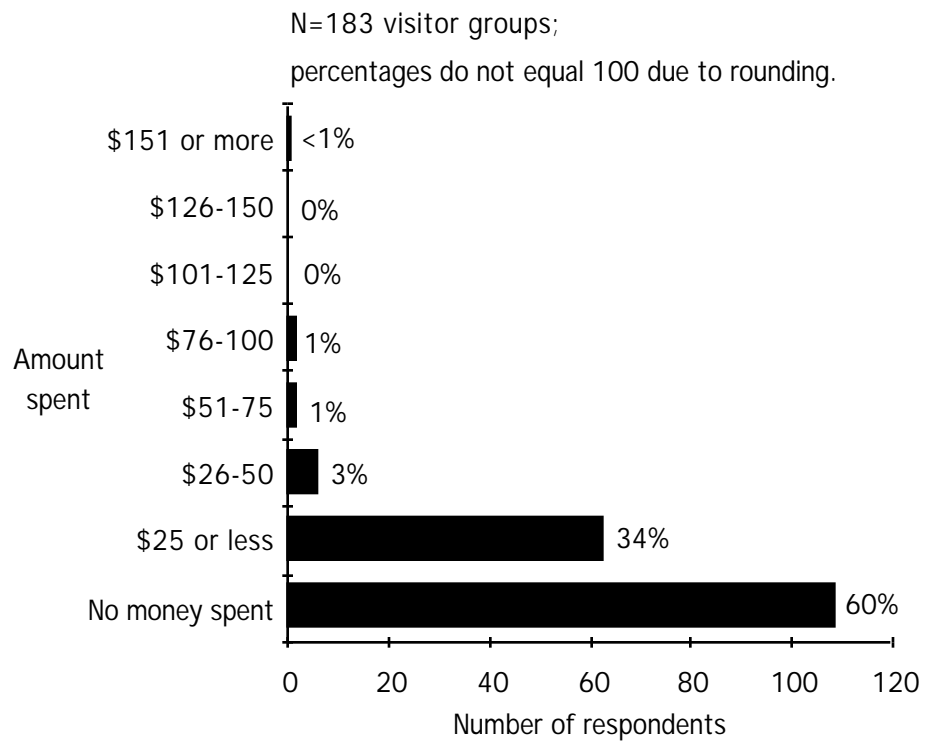


Figure 17: Total visitor expenses for other items

## J. What visitors enjoyed most

Visitors were asked, "What did you enjoy most about your visit to City of Rocks National Reserve"? A summary of their comments appears below and in the appendix.

N=302 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rangers friendly, helpful, knowledgeable	12
<b>FACILITIES AND MAINTENANCE</b>	
<b>General</b>	
Campgrounds well designed	20
Clean park	11
Access to water	6
Well-maintained trails	3
Other comments	2
<b>POLICIES</b>	
Free camping	2
<b>GENERAL IMPRESSIONS</b>	
Climbing conditions	99
Enjoyed scenery/weather	92
History of area	16
Hiking conditions	11
Seeing wildlife	7
Friendly local people	7
Good photo opportunities	7
Remoteness	7
Other comments	1

## K. Proposals for future planning

Visitors were asked, "If you were planning for the future of City of Rocks National Reserve, which type of visitor services/facilities would you propose? Please be specific." A summary of their comments appears below and in the appendix.

N=409 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>INTERPRETIVE SERVICES</b>	
Need visitor center	31
Provide maps about trails and rocks	13
<b>FACILITIES AND MAINTENANCE</b>	
Better access to water	49
More camp sites	38
More directional signs	28
Improve/pave roads	26
Better picnic areas/tables	26
Add more restroom facilities	21
Cleaner restrooms	21
Add public showers	12
Maintain trails better	12
Add bigger garbage containers	8
More trails	6
Need better/more parking	5
Add more automobile turn-outs	4
Cleaner camp sites	3
Fewer trails	3
Add restaurant and gift shop	3
Need phone booths	3
Add solar compost outhouses	2
Other comments	4
<b>POLICIES</b>	
Restrict climbing to certain areas	6
Ban campfires	5
Don't charge for campsites	5
Prohibit livestock	4
Ban gunfire/hunting	4
Provide safer rock climbing areas	3
Ban RV generators	2
Other comments	4
<b>GENERAL IMPRESSIONS</b>	
Keep it as natural/undeveloped as possible	55
Add climbing store	3

## L. Comment summary

Visitors were asked if there was anything else they would like to tell about their visit to the City of Rocks National Reserve. A summary of their comments appears below and in the separate appendix, which also contains their unedited comments. Their comments mention a variety of subjects.

### Visitor Comment Summary

N=118 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rangers friendly, helpful, knowledgeable	11
<b>POLICIES</b>	
Don't over publicize park	17
Don't prohibit climbing	15
Charge small fee for campers/climbers	5
Prohibit climbing	4
Make rock climbing safer	4
Don't prohibit power drilling	2
<b>GENERAL IMPRESSIONS</b>	
Enjoyed visit	15
Keep it as natural/undeveloped as possible	14
Park was too crowded	14
Unique park	11
Visited park specifically for climbing	2
Other comments	4

### MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps in order to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics at a time. For example, if knowledge is desired about visitor activity of a particular age group consulted, request a comparison of visitor activity by age group; if knowledge about how visitor activity varied among group types is required, request a comparison of visitor activity by group type.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, if knowledge is desired about participation in activities by different group types, and sizes, request a comparison of visitor activities by group type by group size; if knowledge about which activities different age groups by group size participated in is needed, request a comparison of visitor activities by group type by group size.

Consult the complete list of the characteristics for which information was collected from City of Rocks visitors. Simply select the variables from the list and write them in the spaces provided for either two-way or three way comparisons. Blank order forms follow the example below.

### SAMPLE

**Analysis Order Form  
Visitor Services Project  
Report 43 (City of Rocks)**

Date of request: \_\_\_\_/\_\_\_\_/\_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list specifies all of the variables available for comparison from the visitor survey conducted in your reserve. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- |                    |                       |                                |
|--------------------|-----------------------|--------------------------------|
| • Group size       | • Country-residence   | • Highway used to enter        |
| • Group type       | • Length of stay      | • Highway used to exit         |
| • Age              | • Activity this visit | • Primary destination          |
| • State residence  | • Number of visits    | • Activity that impacted visit |
| • Lodging expenses | • Travel expenses     | • Food expenses                |
| • Other            |                       |                                |

Two-way comparisons (please write in the appropriate variables from the above list)

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

Three-way comparisons (please write in the appropriate variables from the above list)

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

Special instructions

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mail to:  
Cooperative Park Studies Unit  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83843



## Questionnaire

## Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

- |  |  |
|--|--|
| 1. Mapping interpretive services: A pilot study at Grand Teton National Park, 1983.  | 23. The White House Tours, President's Park, 1990.                                     |
| 2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984.                      | 24. Lincoln Home National Historic Site, 1990.   |
| 3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984. | 25. Yellowstone National Park, 1990.   |
| 4. Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.  | 26. Delaware Water Gap National Recreation Area, 1990.                                 |
| 5. North Cascades National Park Service Complex, 1985.   | 27. Muir Woods National Monument, 1990.  |
| 6. Crater Lake National Park, 1986.  | 28. Canyonlands National Park, 1990.   |
| 7. Gettysburg National Military Park, 1987.  | 29. White Sands National Monument, 1990.   |
| 8. Independence National Historical Park, 1987.  | 30. National Monuments, 1991.  |
| 9. Valley Forge National Historical Park, 1987.  | 31. Kenai Fjords National Park, 1991.  |
| 10. Colonial National Historical Park, 1988.   | 32. Gateway National Recreation Area, 1991.  |
| 11. Grand Teton National Park, 1988.   | 33. Petersburg National Battlefield, 1991.   |
| 12. Harpers Ferry National Historical Park, 1988.  | 34. Death Valley National Monument, 1991.  |
| 13. Mesa Verde National Park, 1988.  | 35. Glacier National Park, 1991.   |
| 14. Shenandoah National Park, 1988.  | 36. Scott's Bluff National Monument, 1991.   |
| 15. Yellowstone National Park, 1988.   | 37. John Day Fossil Beds National Monument, 1991.                                      |
| 16. Independence National Historical Park: Four Seasons Study, 1988.   | 38. Jean Lafitte National Historical Park, 1991.                                       |
| 17. Glen Canyon National Recreation Area, 1989.  | 39. Joshua Tree National Monument, 1991.   |
| 18. Denali National Park and Preserve, 1989.   | 40. The White House Tours, President's Park, 1991.                                     |
| 19. Bryce Canyon National Park, 1989.  | 41. Natchez Trace Parkway, 1992.   |
| 20. Craters of the Moon National Monument, 1989.   | 42. Stehekin-North Cascades National Park/ Lake Chelan National Recreation Area, 1992. |
| 21. Everglades National Park, 1989.  | 43. City of Rocks National Reserve, 1992.  |
| 22. Statue of Liberty National Monument, 1990.   |  |

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For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

Visitor Services Project  
City of Rocks National Reserve  
Appendix

Visitor Services Project  
City of Rocks National Reserve  
Appendix

Dwight L. Madison

Report 43

March 1992

This volume contains a summary of comments to Questions 12, 13 & 14 made by visitors who participated in the study. The summary is followed by their unedited comments.

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Dwight Madison is the VSP Eastern Coordinator with the Cooperative Park Studies Unit, National Park Service, University of Idaho. I thank the staff at City of Rocks National Reserve for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for their technical assistance.

## What visitors enjoyed most

Visitors were asked, "What did you enjoy most about your visit to City of Rocks National Reserve"? A summary of their comments appears below.

N=302 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rangers friendly, helpful, knowledgeable	12
<b>FACILITIES AND MAINTENANCE</b>	
<b>General</b>	
Campgrounds well designed	20
Clean park	11
Access to water	6
Well-maintained trails	3
Other comments	2
<b>POLICIES</b>	
Free camping	2
<b>GENERAL IMPRESSIONS</b>	
Climbing conditions	99
Enjoyed scenery/weather	92
History of area	16
Hiking conditions	11
Seeing wildlife	7
Friendly local people	7
Good photo opportunities	7
Remoteness	7
Other comments	1

## Proposals for future planning

Visitors were asked, "If you were planning for the future of City of Rocks National Reserve, which type of visitor services/facilities would you propose? Please be specific." A summary of their comments appears below.

N=409 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>INTERPRETIVE SERVICES</b>	
Need visitor center	31
Provide maps about trails and rocks	13
<b>FACILITIES AND MAINTENANCE</b>	
Better access to water	49
More camp sites	38
More directional signs	28
Improve/pave roads	26
Better picnic areas/tables	26
Add more restroom facilities	21
Cleaner restrooms	21
Add public showers	12
Maintain trails better	12
Add bigger garbage containers	8
More trails	6
Need better/more parking	5
Add more automobile turn-outs	4
Cleaner camp sites	3
Fewer trails	3
Add restaurant and gift shop	3
Need phone booths	3
Add solar compost outhouses	2
Other comments	4
<b>POLICIES</b>	
Restrict climbing to certain areas	6
Ban campfires	5
Don't charge for campsites	5
Prohibit livestock	4
Ban gunfire/hunting	4
Provide safer rock climbing areas	3
Ban RV generators	2
Other comments	4
<b>GENERAL IMPRESSIONS</b>	
Keep it as natural/undeveloped as possible	55
Add climbing store	3

## Comment summary

Visitors were asked if there was anything else they would like to tell about their visit to the City of Rocks National Reserve. A summary of their comments appears below. Their comments mention a variety of subjects.

### Visitor Comment Summary

N=118 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rangers friendly, helpful, knowledgeable	11
<b>POLICIES</b>	
Don't over publicize park	17
Don't prohibit climbing	15
Charge small fee for campers/climbers	5
Prohibit climbing	4
Make rock climbing safer	4
Don't prohibit power drilling	2
<b>GENERAL IMPRESSIONS</b>	
Enjoyed visit	15
Keep it as natural/undeveloped as possible	14
Park was too crowded	14
Unique park	11
Visited park specifically for climbing	2
Other comments	4

Printing Instructions  
for  
City of Rocks National Reserve Report  
(DRAFT)

City of Rocks National Reserve Report Volume I

I need 2 bound copies

Both copies should have a **gray** front & back cover

Inside Title page should be xeroxed on white paper (single page).

Report Summary page should be xeroxed on blue paper (single page).

Table of contents page should be xeroxed on white paper (single page).

Pages 1-21 should be duplexed on white paper.

Analysis order forms should be xeroxed on white paper (single page each)

Page 23 (Questionnaire title page) should be xeroxed on white paper (single page).

Questionnaire section duplex on white paper



## Printing Instructions for City of Rocks Report & Appendix

### City of Rocks Report

**I need 27 copies** : 26 bound copies and 1 copy unbound.

All copies should have a **gray front & back cover**

Inside Title page should be xeroxed on white paper (single page).

Report Summary page should be xeroxed on blue paper (single page).

Table of contents page should be xeroxed on white paper (single page).

Pages 1-21 should be duplexed on white paper.

Analysis order forms should be xeroxed on white paper (single page each)

Page 23 (Questionnaire title page) should be xeroxed on white paper (single page).

Questionnaire section duplex on white paper

### City of Rocks Appendix Section

**I need 11 copies** : 10 bound copies and 1 copy unbound.

All copies should have a **gray front & back cover** .

Inside Title page should be xeroxed on white paper (single page).

Pages 1-3 (Visitor comment summary) duplex on blue paper.

Visitor comment pages duplex on white paper.

Place a piece of blue paper to separate question #12 section from questions #13 and #14 section.

United States Department of the Interior  
National Park Service  
Visitor Services Project

(208) 885-7863

January 23, 1992

David Pugh  
Superintendent  
City of Rocks National Reserve  
963 Blue Lakes Blvd., Suite 1  
Twin Falls, Idaho 83301

Dear Superintendent Pugh

I am pleased to submit the draft report of City of Rocks National Reserve visitor study to you and your staff. Enclosed is a draft copy of Volume 1. Please feel free to circulate as many photocopies of this draft as you wish among the appropriate park personnel and then compile all the comments directly into one master copy. I would appreciate receiving this master copy back by February 24, 1991 so that I may then revise accordingly and prepare the final report.

Currently, the Appendix is being prepared; it will include photocopies of the visitors' comments and the revised Comment Summary.

The greater the care and attention given to reviewing this draft report by you and all the appropriate park staff, the better the quality of the final report. Please review this draft for the following:

- 1) accuracy of content (e.g. does the text match the data in the graphs?),
- 2) comprehension and completeness (is everything explained thoroughly enough?; has something been omitted?);

We need to schedule the final workshop; please contact me at your earliest convenience so that arrangements can be made.

Do not hesitate to contact me if you have particular questions about this draft.

Sincerely,

Dwight Madison  
Eastern Coordinator  
Visitor Services Project  
National Park Service

NPS D-9

March 1992